Join our Major Donors club and help give hundreds of children living in poverty a better start in life and the chance for a brighter future

We are working to improve early childhood care and education for children in highly deprived rural communities in Ghana and Uganda so they have a better start in life and better chances for a brighter future. We do this through our award-winning Play Scheme programme. We train and support uneducated Mothers to run educational Play Schemes for all the children in their community and to provide better childcare at home. Our programme has so far helped over 25,000 children and has resulted in lasting improvements to children’s educational and socio-emotional development and their health.

As neighbouring communities become aware of our Play Schemes we are receiving many requests to open new centres. In 2016 we aim to set up 52 new Play Schemes benefitting 5,700 children and 1,600 Mothers. We’ll also continue to support the 2,400 Mothers who are teaching over 9,000 children every week at 82 existing Schemes.

To help us achieve these goals we’re launching the Lively Minds Major Donors Club, where members commit to sponsoring a new, or existing, Play Scheme. We want our members to see the huge and lasting impact of their support, and so will be providing regular and personalised progress reports on the Scheme, the chance to visit the project as well as other opportunities to be directly involved.

We would love you to join our Major Donors Club and help us give the world’s most vulnerable children happier and healthier lives.

Thank you

Alison Naftalin, Founder Lively Minds

Why support us

**Targeted solutions:** We work in the most remote and deprived communities in Ghana and Uganda and focus on improving early childhood care and education. This is because inadequate early years care leads to poor health, poor education, lost life opportunities and poverty. Children who receive quality early childhood opportunities have improved school readiness, school achievement and higher adult earnings.

**Empowerment not aid:** We empower vulnerable and uneducated Mothers to run Play Schemes on a purely voluntary basis using local materials. Each and every Play Scheme is owned by the community, run by the community and benefits the whole community. Once set up, each will run for years to come. In this way we reach thousands of new children every year.

**Effective and award-winning:** We have been running this project for over 8 years and have seen huge improvements in the education and health of our beneficiaries. We are winners of: The Ashoka Changemakers and The LEGO Foundation ‘Re-imagine Learning Challenge’ and ‘The Innovations in Education award’ organised by UNICEF and Results for Development. We’re partnered with UNICEF, Comic Relief, DFID and The Lego Foundation.
By joining our Major Donor’s Club you’ll be making a huge difference to hundreds of young lives. As a small charity we can give you unique opportunities to engage with our work and the communities you support.

**Play Scheme Founder**  
**Sponsor a new Play Scheme - £5,000**

*Your support* could provide a collection of games for a whole community; train and empower 30 vulnerable Mothers to set up and run a Play Scheme where they will teach over 100 children every week. We will carry out regular support visits and provide the Mothers with monthly parenting workshops to improve their child care.

**Play Scheme Founders will receive:**

- A visit for two people to see your Play Scheme in action *
- Option to include your name (or the name of a loved one or company) on your Play Scheme's plaque
- Personal updates about your Play Scheme including photos and videos, case studies and progress reports
- A talk delivered to your company, school or another community group of your choice by someone from the Lively Minds Team. We’ll give an inspiring presentation about our work as well giving an update on your Play Scheme.
- 2 telephone calls from a member of the Lively Minds team to update you on progress and give you the opportunity to ask any questions
- Quarterly e-newsletters
- End of year update

**Play Scheme Supporter**  
**Support an existing Play Scheme - £2,500**

*Your support* could enable us to provide annual funding to maintain the effective running of an existing Play Scheme. This includes regular support visits to the Play Scheme by our specialist staff allowing; 100 children to learn every week; provide monthly parenting workshops for the 30 Mothers who run the Play Scheme to up-skill them and improve their child care.

**Play Scheme Supporters will receive:**

- A visit for two people to see our Play Schemes in action *
- Personal updates about your Play Scheme including photos and video, case studies and progress reports
- 2 telephone calls from a member of the Lively Minds team to update you on progress and give you the opportunity to ask any questions
- Quarterly e-newsletters
- End of year update

* This offer is for 2 people for a 1-week visit. All in-country travel, accommodation, breakfast and lunch included. Excludes flights and dinner.
Thank you for joining our Major Donors Club. You’re helping to give hundreds of children living in poverty a better start in life and the chance for a brighter future.

Please complete your details below and return this form to: Lively Minds, 1B Waterlow Road, London, N19 5NJ

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<th>Your details</th>
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**Play Scheme Founder** You’re helping us to set up a Play Scheme in a new community & supporting that village for a year. We’ll feature yours, a loved one or your company’s name on your Play Scheme’s signboard, send you personalised reports and you’ll have the opportunity to visit your Scheme and see the difference you’ve made.

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<tr>
<th>Payment Amount £5,000</th>
<th>If you would like to sponsor or support additional Play Schemes please state an additional amount here £</th>
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<td>Frequency (please circle)</td>
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For annual donations: Date of first payment _________________ continuing until further notice

**Play Scheme Supporter** Your support will allow us to provide ongoing training to the mothers at our Play Schemes, ensuring that they enliven even more young minds. You’ll benefit from personalised updates on our work and have the opportunity to visit your Play Schemes and see the difference you’ve made.

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<th>Payment Amount £2,500</th>
<th>If you would like to sponsor or support additional Play Schemes please state an additional amount here £</th>
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For annual donations: Date of first payment _________________ continuing until further notice

**Gift Aid Declaration**
If you are a UK tax payer please tick the first box below for Gift Aid purposes. This will enable Lively Minds to gain an additional 25% on top of your donation. That’s an additional 25p for every £1 you donate, and at no cost to you!

- [ ] Yes, I am a UK taxpayer and would like Lively Minds to reclaim the tax on any donations I have made in the last six years and on any future donations I may make.
- [ ] No, I am not a taxpayer

Signed: _________ Date: _________

**Notes:**
1) You can cancel this Declaration at any time by notifying Lively Minds.
2) For Lively Minds to reclaim the tax on your donations you must be paying at least 25p in UK Income or Capital Gains Tax for every £1 you donate. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that Lively Minds reclaims, you can cancel your declaration.
3) Please notify Lively Minds if you change your name, address or tax status.

**Donation options** (please tick)
- [ ] By cheque Please enclose a cheque made payable to ‘Lively Minds’ with this completed form
- [ ] Bank transfer Please let us know when you’ve made the transfer using our HSBC bank details below
- [ ] Set up a standing order for a regular donation Please complete your bank details below

**Bank Name**
**Bank Sort Code**
**Account Number**

Please Pay to: HSBC, 210 High Holborn, London, WC1V 7BZ, to the credit of Lively Minds
Sort Code: 40-03-27 Account Number: 01812807

Lively Minds | Registered Charity Number 1125512 | Find out more at www.livelyminds.org | email us at info@livelyminds.org